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ABSTRACT

The organizations listed here are the Association for Educational Communications and Technology, Corporation for Public Broadcasting, Great Plains National Instructional Television Library, Joint Council on Educational Telecommunications, the National Association of Educational Broadcasters, National Friends of Public Broadcasting, Inc., National Instructional Television Center, National Public Radio, and Public Broadcasting Service. The information listed for each of these is the address and telephone, the major administrative units and executives, and the role and major services of the organization. (JK)

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FACTSHEETS DESCRIBING NATIONAL MEMBERSHIP AND SERVICE ORGANIZATIONS CONCERNED WITH EDUCATIONAL COMMUNICATIONS

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION
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EM 010 383

October 1972

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Washington, D. C.

CORPORATION FOR PUBLIC BROADCASTING

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Washington, D. C. 20006
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TWX: 710-822-9775

1345 Avenue of the Americas
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Telephone: (212) 582-2020
TWX: 710-581-3468

MAJOR ADMINISTRATIVE UNITS AND EXECUTIVES

President	Henry Loomis
Corporate Secretary	Richard W. Vaville (N. Y.)
Director of TV Station Projects	Cal Watson
Director of National Program Projects	David Stewart
Director of Special Projects	Ken Clark
Radio Projects Manager	Don Trapp
Radio Projects Manager	Tom Warnock
Director of Educational Projects	Robert Carlisle (N. Y.)
Director of Public Affairs	William Duke
Director of Public Information	Walt Duka
Director of Media Relations	Joe Dine (N. Y.)
Director of Citizens Services	Richard Holcomb
Director of Legislative Affairs	George Linn
Director of Station Development	Roland Fenz
Director of Planning Research and Evaluation	John Golden
Director of Communication Research	Jack Lyle
Director of Engineering Research and Development	Philip Rubin
Director of Planning	Matthew Coffey
Manager of Information Systems	Robert Tolbert
General Services Officer	Jon M. Del Vitto
Office Manager	William Monson
Business Manager	Richard Clavell (N. Y.)
Broadcast Counsel	Eugene Aleinikoff, Esq.
Corporation Counsel	James L. McHugh, Esq.

ROLE AND MAJOR SERVICES

CORPORATION FOR PUBLIC BROADCASTING (CPB) established by Congress in 1967 as a non-profit, non-government corporation to promote the growth and development of non-commercial radio and television. Activities of the Corporation include strengthening the local public television and radio stations to augment their ability to serve their communities; helping to provide the national interconnection systems to distribute programs; augmenting the national inventory of programs available for local station use; and supporting the total public broadcasting system through activities such as talent development, encouragement of innovative techniques, audience research, and public information. CPB does not produce programs but provides grants to production centers. Its budget for FY 1973 is $40 million, of which $35 million comes from the Federal Government. Its board is appointed by the President with advice and consent of the Senate.

ASSOCIATION FOR EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY

1201 Sixteenth Street, N. W.
Washington, D. C. 20036 Telephone: (202) 833-4180

MAJOR ADMINISTRATIVE UNITS AND EXECUTIVES

Elected Officers

President	Jerrold E. Kemp
President-Elect	Robert F. Jarecke
Secretary/Treasurer	Charlie W. Roberts, Jr.

National Staff

Executive Director	Howard B. Hitchens
Deputy Executive Director	Richard G. Nibeck
Director of Membership and Affiliate Relations	Charles Van Horn
Director of Publications	C. James Wallington
Director of Federal Relations	Elise A. Lewis
Director of Conferences	Fred Wehrli

ROLE AND MAJOR SERVICES

The Association for Educational Communications and Technology (AECT) is a professional organization whose 8,000 plus members are active in the systematic planning, application, and production of communications media for instruction. Founded in 1923, AECT (formerly the Department of Audiovisual Instruction, NEA) was reorganized in 1970 as a national affiliate of the National Education Association. The general purpose of the Association is the improvement of education and the public welfare through the use of educational communications and technology, media and audiovisual methods. AECT is a national forum for the exchange and dissemination of ideas for its members and larger audiences; it is a national and international spokesman for the improvement of instruction; and it seeks to improve the qualifications and conditions for effective performance of personnel in all areas of instructional technology. Under its new constitution, AECT is developing divisions representing major educational communications and technology areas of national or international scope; divisions formed as of September 1972 include Telecommunications, Information Systems, Research and Theory, Instructional Development, Industrial Training and Education, International, Urban Educational Media, and Educational Media Management.

Regular membership is $25 annually including subscription to the official AECT monthly magazine, Audiovisual Instruction. A $40 membership includes the quarterly journal, AV Communication Review, and membership in one of the above listed divisions. Other types of membership are available for students, retired members, libraries, and businesses. There is also a joint membership with the National Association of Educational Broadcasters (NAEB).

In addition to AVI and AVCR, members receive the bi-monthly newsletter ect., and may use the AECT placement clearinghouse. The annual AECT Convention offers opportunities for professional growth and organizational activities. Another membership service is a low-cost life insurance program. AECT's large publishing program offers members and others valuable materials on instructional technology, professional standards, guidelines, reports, and specific media, methods and materials.

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GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY

Box 80669
Lincoln, Nebraska 68501

Telephone: (402) 467-2502
Office Location: Nebraska
Educational Telecommunications
Center - 1800 No. 33rd Street
East Campus - University of
Nebraska - Lincoln

PROFESSIONAL ADMINISTRATIVE STAFF

Director	Paul H. Schupbach
Associate Director	L. Tracy Clement
Programming Counselor	W. T. (Bill) Semrad
Operations Coordinator	Wayne K. Thoren
Business Coordinator	Clint D. Godkin
Research & Development Coordinator	C. Edward Cavert
Film & Special Products Coordinator	Donald V. Pedersen
Producer/Director, GPN Films	John Rubin
Information Coordinator	Richard L. Spence
Assistant Information Coordinator	Betsy Camp

ROLE AND MAJOR SERVICES

Basic mission of the Great Plains National Instructional Television Library is to identify educational needs which might be met through instructional television, locate extant recorded courses which might meet those needs and to duplicate and supply those courses through a lease arrangement to any recognized educational institution wanting to use them for open or closed circuit television presentation to students.

The offering of such materials by Great Plains National has grown, since its inception in 1962, to nearly 150 telecourses and related presentations. All embrace a wealth of subject matter areas from the pre-school through college learning levels . . . and into the field of adult education. Over the years, the Library has also developed a sizable block of materials on 16mm film and kinescope. More than seventy-five per cent of its total offering is now also available in the U-Matic Videocassette format. Materials comprising the Great Plains National offering were produced by public schools, ETV stations and production centers across the United States.

Great Plains National annually publishes a video tape/film/videocassette catalog describing the materials it distributes. In addition, a monthly Newsletter containing articles of interest to the ITV community is circulated nationwide and across Canada. Informational flyers and brochures are also produced and distributed periodically. GPN's Research and Development section is becoming increasingly involved in the field of instructional design as it relates to telecommunications.

Acting in an advisory capacity to Great Plains National is a 21-member Policy Board which meets semi-annually. The Board represents a broad range of nationwide instructional television interests.

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JOINT COUNCIL ON EDUCATIONAL TELECOMMUNICATIONS

1126 Sixteenth Street, N. W.
Washington, D. C. 20036 Telephone: (202) 659-9740

The Joint Council on Educational Telecommunications is a consortium whose membership now includes more than 20 of the nation's leading nonprofit organizations in education and communications. The JCET was originally established in 1950 to provide leadership in persuading the Federal Communications Commission to reserve television channels for noncommercial broadcasting. Without timely action at that critical juncture, the development of ETV and the creation of a national network for Public Television would have been forever lost.

The JCET serves in the arena of communications policymaking as education's established instrument for coordination and participation. During the past year, the JCET called the attention of the educational and public broadcasting community to the pressing need to modify the American Government's proposed position for the coming world Administrative Radio Conference on Space Telecommunications. Once again, timely effort preserved education's future options, and the U. S. Proposals now urge the reservation of the 2500 MHz band in space for educational communications satellites. The JCET has been equally active in seeking to assure education's access to channels on cable television systems.

The national organizations which are JCET's Constituent Members are: American Association for Higher Education . . . American Association of Junior Colleges . . . American Association of School Administrators . . . American Council on Education . . . Association for Educational Communications and Technology . . . American Library Association . . . Corporation for Public Broadcasting . . . Council of Chief State School Officers . . . Institute for Development of Educational Activities (/I/D/E/A/) . . . Inter-university Communications Council (EDUCOM) . . . Great Plains National ITV Library . . . National Association of Educational Broadcasters . . . National Catholic Educational Association . . . National Education Association . . . National Instructional TV Center . . . National Public Radio . . . National University Extension Association . . . Public Broadcasting Service.

Associate Membership is open to nonprofit organizations of less-than-national scope: Alaska Educational Broadcasting Commission . . . Hawaii ETV Network . . . Indiana Higher Education Telecommunications System . . . Pennsylvania Public TV Network . . . Southern Educational Communications Association.

The Joint Council on Educational Telecommunications is supported by its members and by the Ford Foundation. In recent years, additional project support has come from the Kettering Foundation, the National Cable Television Association, and the Johnson Foundation.

The Joint Council's officers are elected annually from among the organizations' representatives who make up the JCET Board. The current officers are: President: Dr. William J. Ellena, Deputy Executive Secretary, American Association of School Administrators; Vice President: William G. Harley, President, National Association of Educational Broadcasters; Treasurer: Dr. Howard Hitchens, Executive Secretary, Association for Educational Communications and Technology. Frank W. Norwood is Executive Secretary of the Joint Council.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue, N. W.
Washington, D. C. 20036

Telephone: (202) 785-1100
TWX: (710) 822-0197

MAJOR ADMINISTRATIVE UNITS AND EXECUTIVES

President	William G. Harley
Vice President	Chalmers H. Marquis
Secretary	James Fellows
Treasurer	Ernest Hough
Director, Educational Television Stations	Presley Holmes
Director, National Educational Radio	James Robertson
Director, Instructional Services	William Dale
Director, Professional Services	James Fellows
Director, Minority Affairs	Lionel Monagas
Director, Information Services	Edward Pfister
Deputy Director, Educational Television Stations	Holt Riddleberger
Research and Development Officer	George Hall
Associate Director, National Educational Radio	Gerald Yokom
Associate Director, Minority Affairs	Arthur Cromwell
Convention & Conference Coordinator	Mary Lynn Moody
Personnel Services Coordinators	Wendy Gordon, Denese Fisher
Librarian	Suzanne Braun

ROLE AND MAJOR SERVICES

The NAEB is an association designed to serve the professional and institutional needs of educational radio and television stations, systems, and personnel. Its membership includes more than 400 non-commercial radio and television stations and non-broadcast systems; 3,700 individual members; and a number of schools, colleges, universities, related associations, industrial firms, and allied agencies. NAEB is a means for co-operative action among its members.

The NAEB publishes a bi-weekly Newsletter, the bi-monthly Educational Broadcasting Review, an annual Yearbook/Directory, professional monographs, conference reports, and other important professional papers. It operates a series of Educational Broadcasting Institute courses for professional development and in-service training, participates in regional meetings of its membership, operates an annual convention, maintains liaison before and with legislative and regulatory bodies and maintains an extensive research library of important documents in the field. The Association also conducts research and development projects which have application to educational uses of modern communication technology.

Individual professional members benefit from the above services are are also able to use a Personnel Service and Job Information Exchange, and to participate in Professional Emphasis Groups which represent 15 occupational clusters of professional activity in the field.

The NAEB is governed by an Executive Board of 24 members; 12 are elected by institutional and individual members; 8 are public members and the President is an Ex Officio member. Division Boards related to caregories of the members are part of the Executive Board structure.

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NATIONAL FRIENDS OF PUBLIC BROADCASTING, INCORPORATED

1346 Avenue of the Americas
New York, New York 10019 Telephone: (212) 582-2020

BOARD OF TRUSTEES (*Member of Executive Committee)

Chairman	*Mrs. William Schuman, WNET New York City
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Mrs. J. B. Bourne, WVIZ Cleveland
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Mrs. Robert F. Turner, WVTS Detroit
*Mrs. Charles J. Williams, III, WPCT Jacksonville

NFPB was incorporated in July, 1970, as a non-profit organization for the purpose of developing community support at the local level for individual public broadcasting stations. In October 1970, a three-year grant in the amount of $281,000 was received from The Carnegie Corporation of New York to carry out this objective.

OBJECTIVES: Building an informed constituency so that there is an appreciation of the true potential of public broadcasting .... Serving as a guide and information center in areas of activity appropriate to volunteer participation, such as community information and education, station membership expansion, and fund-raising.

STRUCTURE: The membership of NFPB is drawn from the communities which have public broadcasting facilities. The volunteer representative attends national and regional meetings of NFPB and is a vital link between volunteers in other geographical areas, as well as those in the representative's own area. NFPB presently has 103 members representing public broadcasting licensees and 8 members-at-large. The affairs of the organization are conducted by the Board of Trustees, elected by the members, with consideration given to geographical balance and station category so that all points of view are represented. All expenses of the representatives are covered by the Carnegie grant.

SERVICES: Information on all phases of public broadcasting (financial, programming, legislative) is furnished monthly, as well as exchange of ideas on volunteer activities (fund raising, station tours, etc.). In-House Consultants are available to visit stations upon request of the manager. Two national conferences have been held, a Speakers Service established, and a Slide presentation on Public TV distributed. The NFPB Manual, "How To Be A Friend of Public Broadcasting," distributed to stations and volunteers .... Community Outreach Project for 1972-73 attempting to build audiences for local station, has been initiated in 100 cities.

RADIO: The principal emphasis has been on building support for PTV, but the organization has been following Public Radio closely and has a committee to study and analyze its needs.

NATIONAL PUBLIC RADIO

2025 M Street, N. W.
Washington, D. C. 20036

Telephone: (202) 785-5400

MAJOR ADMINISTRATIVE UNITS AND EXECUTIVES

President	Donald R. Quayle
Vice President and Treasurer	Lee C. Frischknecht
Director of Public Information	James P. Barrett
Director of Operations and Engineering	George E. Geesey
Chief Engineer	Richard Cassidy
Director of Business Affairs	Wayne A. Gray
General Counsel	Charles G. Herbits
Director of Programming	William H. Siemering
Associate Director of Programming for News and Public Affairs	Cleve Mathews
Associate Director of Programming for Administration and Operations	Joe Gwathmey
Director of Station Relations	Elizabeth L. Young

ROLE AND MAJOR SERVICES

NPR is a membership organization designed to provide a national programming service and operate a network distribution system for the public radio stations of the country. Its more than 130 members are licensees of over 144 public radio stations including colleges and universities, non-profit broadcasting corporations, public school systems and municipalities.

NPR's Interconnected Program Service utilizes dedicated long-line facilities leased from AT&T and is carried by over 144 public radio stations. The programs provide timely interpretative and investigative reporting on current affairs and extended coverage of public events, issues and ideas. A principal part of this service is "All Things Considered...," a 90-minute weekday program which treats current affairs in depth.

NPR's Network Tape Service provides its member stations with first release of musical and dramatic programs which require high quality and/or stereophonic reproduction. Where possible, such programs are subsequently offered in the Scheduled Tape Service.

The Scheduled Tape Service is available to all noncommercial radio stations in the country on a fee basis and is carried by more than 200 stations. It provides a broad range of subjects including the arts, physical sciences, information, social sciences and humanities. Programs are acquired from NPR's production staff, member stations, and other foreign and domestic producers. The service includes an annual release of station-produced instructional programs. Audiotapes are returned to NPR following station use.

The NPR Program Library contains program materials which will not become dated for years. The programs are sold for permanent deposit at stations for use within the period of viability and/or legal (rights) availability. The subjects include instructional, educational and public programming. All noncommercial radio stations may purchase these materials. Programs are secured from other NPR services, from public radio stations and other producers.

NPR is governed by a 13 member Board of Directors including nine members elected from among official representatives of the members, three public members and one ex-officio member, the President of NPR.

NATIONAL INSTRUCTIONAL TELEVISION CENTER

Headquarters
Box A
Bloomington, Indiana 47401
(812) 339-2203

Eastern Regional Office
1346 Connecticut Ave., N. W.
Washington, D. C. 20036
(202) 293-3888

Southern Regional Office
333 Sandy Springs Circle, N. E.
Atlanta, Georgia 30328
(404) 252-6525

Midwestern Regional Office
910 Elm Grove Road
Elm Grove, Wisconsin 53122
(414) 786-9230

Western Regional Office
1113 El Camino Real
Millbrae, California 94030
(415) 697-6441

ADMINISTRATIVE STAFF

Edwin G. Cohen
Executive Director

Donald L. Sandberg
Associate Executive Director for Administration

Robert W. Fox
Associate Executive Director for Development

Lawrence Walcoff
Director, Special Projects

William B. Perrin
Director, Field Services

Frederick W. Jauch
Director, Publications & Information Services

Peter J. Polakowski
Director, Operations

Rod Rhea
Director, Business Affairs

Saul Rockman
Research Associate

Chauncey M. Berdan
Representative-East

Larry Laswell
Representative-South

Mark Handley
Representative-Midwest

Gordon Hughan
Representative-West

ROLE AND MAJOR SERVICE

The National Instructional Television Center seeks to strengthen education by developing, acquiring, and distributing television and other related materials for wide use as major learning resources. Program materials are obtained in three ways:

1. They are newly developed by NIT to satisfy major educational needs where television could be, but is not, effectively employed. This activity includes the identification of curriculum areas in which television can be importantly useful, and the assessment of television adequacy in these areas.

2. Existing materials not entirely acceptable for most school television services are modified by reproduction or adaptation.

3. Distribution arrangements are made for outstanding existing series that have wide applicability.

The National Instructional Television Center is a nonprofit activity of the Indiana University Foundation. It is sustained by fees charged for the use of its materials. From 1962 to 1967 NIT was financed by the United States Office of Education to demonstrate the Educational desirability and economic feasibility of a national agency providing recorded instructional television programs. Until 1965 it was administered by the National Educational Television and Radio Center (NET) in New York City. It began operation under the sponsorship of the Indiana University Foundation in 1965. Upon completion of the U. S. O. E. demonstration in 1967, the Foundation provided partial support, until 1970 when NIT became self-supporting.

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PUBLIC BROADCASTING SERVICE

485 L'Enfant Plaza West, S. W.
Washington, D. C. 20024 Telephone: (202) 488-5000

MAJOR ADMINISTRATIVE UNITS AND EXECUTIVES

President	Hartford N. Gunn, Jr.
General Manager	Gerald Slater
Director of Administration	Michael E. Hobbs
Coordinator of Programming	Samuel C. O. Holt
General Counsel	Norman M. Sinel
Director of Public Information	George Page
Director of Engineering & Technical Operations	Daniel R. Wells
Director of Operations	Arnold Labaton
Director of Station Relations	Robert A. Mott
Director of Special Projects	George E. Schneidewind
Director, Public TV Library	Robert M. Reed
Director of Business Affairs	L. Kent Lineback

ROLE AND MAJOR SERVICES

The Public Broadcasting Service is a private, nonprofit corporation chartered in November, 1969, at Washington, D. C. to select, schedule and promote national programs and to distribute them to the country's 227 noncommercial television transmitters.

PBS is a user-controlled distribution system. It was created at the request of the public broadcasting stations and it is responsible to the stations it serves.

PBS, because it does not produce any programs of its own, is free to select the best available programs from local stations, state or regional networks, national production centers or overseas producers.

A major part of the PBS program service comes from national production agencies but programming is sought from a diversity of sources.

Once programs are selected, PBS schedules and distributes them live to 211 interconnected stations. Video tapes are sent to the remaining 16 stations. Currently, the system is in a state of transition from a temporary interconnection to a dedicated, non-preemptible service. Virtually all stations in the contiguous 48 states will be interconnected by December 31, 1972. Tape service will continue to other points.

A Board of Directors sets policy for the Public Broadcasting Service. A 127 member staff in Washington, D. C., New York and Bloomington, Indiana operate the system. The Board is made up of 12 representatives from PBS' local public television station members, and six public members, and the President of PBS.

The Public Broadcasting Service is supported primarily by the Corporation for Public Broadcasting, a nonprofit corporation created to provide leadership and support for noncommercial radio and television. Corporation funds come from private contributions and from Congress. PBS is also supported by the Ford Foundation.

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